ATTRACT. ENTERTAIN. INFORM.

SONY®

PROFESSIONAL DISPLAYS

THE NEW WAY OF BUSINESS℠

Why Sony?

Elevate your environment.

Sony® displays are an elegant choice for information and entertainment environments. Bring refinement and sophistication to guest rooms, conference rooms, reception areas, restaurants, lounges or anywhere video performance and simple style are essential.

A history of excellence.

Derived from a heritage of award-winning television and professional broadcast excellence, Sony displays provide unparalleled picture quality, networking flexibility and intuitive setup. No matter which technology you choose, count on Sony to bring you an uncompromising combination of superior performance and industry-leading reliability.

Powerful solutions.

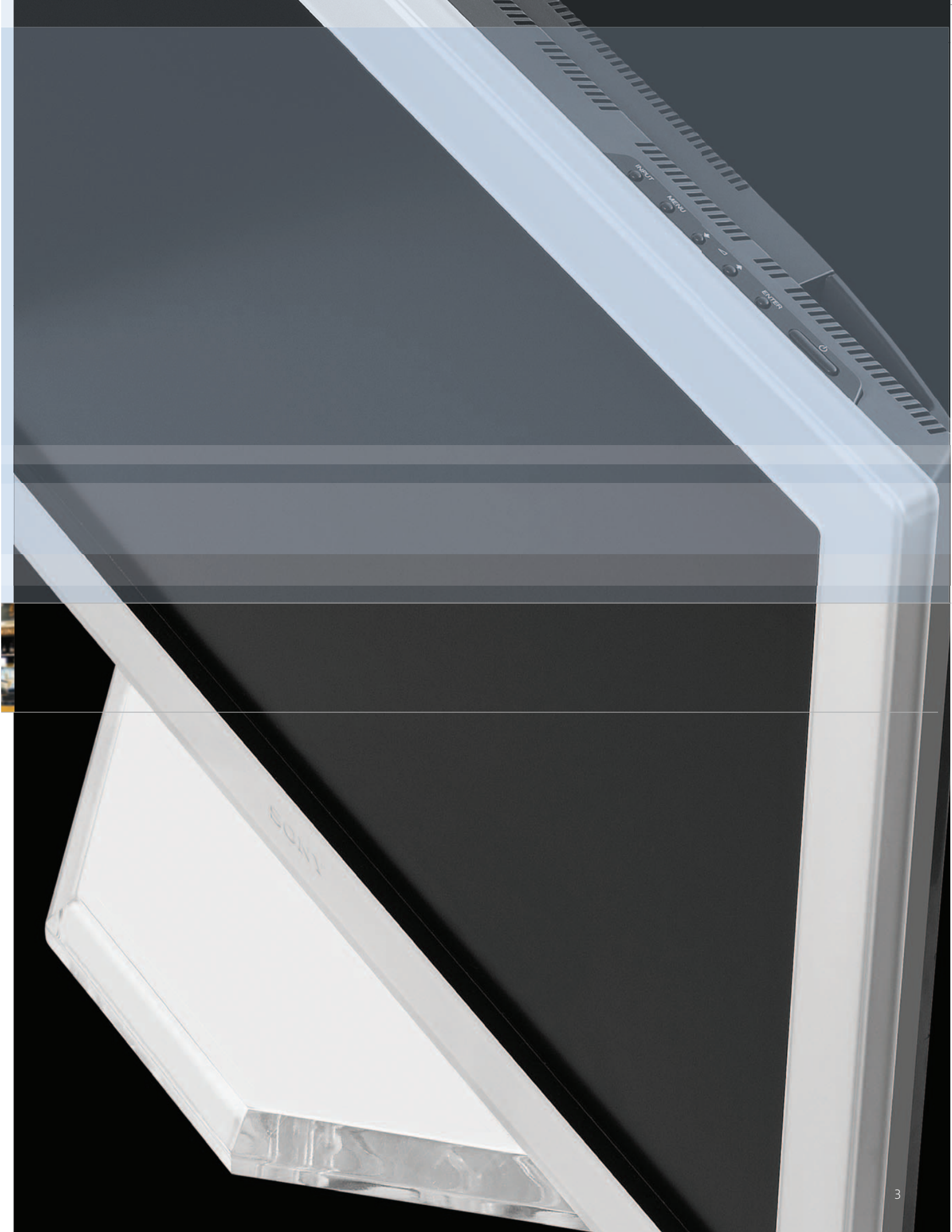
From advanced networking options that let you centrally control, deliver and troubleshoot digital content to tuner options that integrate data, video and televisions, Sony displays offer powerful solutions that help you attract, entertain, and inform your audience.

Multiple Connections
PC and video inputs give you the flexibility to connect to cable boxes, satellite, HD video sources and other peripherals such as DVD players and VCRs.

Easy Video Wall Setup
Intuitive, on-screen setup makes it easy to create (up to) a 16-panel video wall. Ideal for large scale, high definition visual display applications for entertainment, retail and conference room applications.

Expansion Slots
Additional slots let you customize your display to fit your application. Choose from a range of interface boards to accommodate Sony TV tuners, networking cards or input/output boards.

- Networking Solutions - Centrally manage one or hundreds of networked displays across a standard IP network
- Input/Output Boards - Additional video inputs or output boards will help you meet your needs, such as augmenting the RGB/component input with BNC connectors or RGB/component active loop-through
- TV Tuners - Optional TV tuner card integrates data, video, television and hotel networking services


INPUT
MENU
EXTER

Flat panel technology offers new and exciting ways to broadcast information, television programs, and HDTV[1]. Both the plasma and LCD technologies offer sharp, detailed pictures and bright, lifelike colors. When deciding which system to go with, it's helpful to assess your needs and pick the display technology that will best suit your application.

Flat Panel LCDs with WEGA Engine™ System

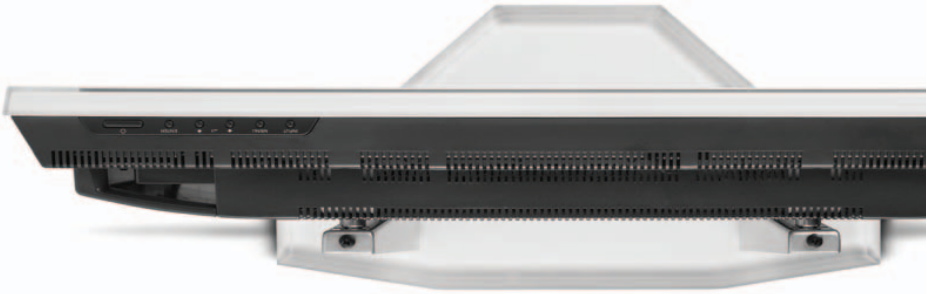
State-of-the-art LCD technology for businesses that need digital still or motion signage and video solutions with premium features and upscale style.

Choose LCD technology if:

- You display still images or are concerned about wider screen viewing angles
- The environment is often filled with natural light
- Energy efficiency is a priority
- You display still or video images that require high resolution for crisp text

32" / 40" LCD Display
FWD-32LX2F/40LX2F

- WEGA Engine™ system – Sony's unique solution optimizes the display's potential to achieve better resolution and sharpness, higher contrast, less digital noise, and greater picture dimension
- Phenomenal picture performance- Utilizing the latest S-LCD panel technology, Sony's LCDs provide a wide viewing angle, high brightness, superior contrast and fast response time to deliver crisp, clear text and smooth motion images.
- Low power consumption and long-life panel delivers hours of use to keep total cost of ownership low
- Clean back panel with cable management prevents tampering with wires in hotel guest rooms and other public areas
- Internal option network/tuner cards (sold separately) allow easy use in hotel guest rooms and digital signage areas



1. Requires an HDTV-compatible tuner/receiver sold separately.

Plasma Displays

Leading edge plasma technology for businesses that need digital motion signage and video solutions at an affordable price.

Choose plasma technology if:

- You display constant-motion video or dynamic multimedia
- You need real color reproduction such as broadcast applications
- Larger screen sizes or low cost per inch is a priority

50" Plasma Display
FWD50PX2

- Large, high resolution screen (1366 x 768) with a 10,000 :1 ultra-high contrast ratio for stunning digital video signage and conference rooms
- Extra long panel life for high ROI(return on investment)
- Clean back panel with cable management prevents tampering with wires in hotel guest rooms and other public areas

42" Plasma Display
FWD-42PX2

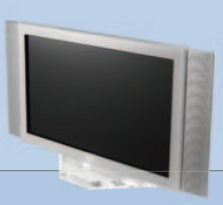
- 1024 x 768 (XGA) resolution with exceptional crisp image for high definition video content
- Extra long panel life for high ROI (return on investment)
- Multiple inputs RBG/YUV(component), DVI-HDCP, Composite, Y/C(S-Video)
- 10,000:1 ultra-high contrast ratio for stunning digital signage, video, and conference room use

42" Plasma Display
FWD-42PV1

- 10,000:1 ultra-high contrast and 500 cd/m2 high brightness are excellent for signage and entertainment
- Low cost, high value solution with extra long panel life
- Internal option network/tuner cards allow easy use in hotel guest rooms and digital signage areas

Specifications

LCD Displays			
Model Number	FWD-32LX2F/B & /S FWD-40LX2F/B & /S	KLH-W26 / KLH-W32	
Screen Size (viewable area measured diagonally)	32" / 40"	26-inch, 32-inch; measured diagonally	
Resolution	1366 x 768 WXGA	1366 x 768 (WXGA)	
Pixel Pitch	0.51 x 0.51 mm/ 0.648 x 0.648 mm	0.42 x 0.42 mm / 0.51 x 0.51 mm	
Colors	16.7 Million	1.07 billion colors simultaneously	
Panel Type	a-Si-TFT active matrix LCD panel	LCD	
Contrast Ratio	1000:1	1300:1	
Brightness	450 cd/m2	500 cd/m2	
Dimensions (W x H x D)/ Weight	32LX2F = 31.6" x 19.4" x 4.4" / 38.5lbs. 40LX2F = 39.2" x 23.9" x 4.9" / 60.5lbs.	W26 : 26.1" x 19.9" x 8.7" with stand W26 : 26.1" x 18.6" x 4.1" without stand W32 : 31.4" x 22.9" x 8.7" with stand W32 : 31.4" x 21.6" x 4.4" without stand	
Screen Protector	Anti-Glare/Anti-Reflective	Anti-Glare/Anti-Reflective	
Anaglog Video Color Systems	NTSC, PAL, SECAM, NTSC4.43, PAL60, PAL-M, PAL-N	NTSC, PAL, SECAM, PAL-M, PAL-N, NTSC4.43, PAL60	
Audio	14W Stereo AMP (7W x 2 Digital AMP)	14W Stereo AMP (7W x 2 Digital AMP)	
Video Inputs	RGB/Component (HD-15), 2X HDMI, Composite (BNC), Y/C (S-video)	RGB/Component (HD-15), HDMI 2X	
Video Output	Composite (BNC), Y/C (S-Video) Composite Out Loop Through	Available via optional BKM board	
Remote Control	Fully Discrete RS232C and Multi-Function Remote	Multifunction IR Remote	
Color Temperature Control	Discrete Control RGB	Yes via Menu Item	
Viewing Angle	FWD-40LX2 = 178 degrees (H/V) FWD-32LX2F/B/S = 170 degrees (H/V)	Horizontal: 176°, Vertical 176°	
Closed Caption Decoder	Yes	Available via optional board	
High Altitude Capable	Yes	Yes	
Mount Design	Landscape or Portrait	VESA Mount - 200x100 hole pattern / M4 thread size/ 14mm hole depth	
Power	32LX2R=170W, 40LX2=240W	110W (typ.) / 120W (typ.) operating, less than 1W standby	
Design Color	Flat Black (/B), Flat Silver (/S)	Dark Silver body color is unique to the KLH model and will fit any decor	
Picture and Picture Only	Yes	No	
Safety Regulations	UL1950, CSA No.950 (c-UL), CE LVD (EN60950), FCC Class B, VCCI Class B, CE EMC (EN55022 Class-B, EN61000-3-2, EN61000-3-3), C-Tick (AS/ NZS 3548/ 95, AS/NZS 4252.1), CCIP, JEIDA, CB, KTL, MIC	FCC Part 15 Class B; ICES-003 Class B; UL60950-1; CSA C22.2 No.60950-1; and others	
Supplied Accessories	AC Power Cord, Operating Instructions, AC Plug Holder (2), AA/R6 size Battery (2), Cable Holder (4), Remote Control, Component Cable	RM-YA004 Remote Control, Tabletop stand, Batteries (Type AA) X2, AC Power cord, Cable holder, Operating Instructions, Warranty Card	
Optional Accessories (Sold separately)	Universal Table Stands & Wall Brackets, Multiple Networking options that include Status/Control/Streaming Content/Storing Content,Tuners with Hospitality Connections, Alternate Inputs, and Component/RGB Loop Through	ICS-SP30: Internal High Definition TV Tuner for Hospitality Pay-Per-View, Pro:Idiom ™ compliant. ICS-SP35: External High Definition TV Tuner for Hospitality Pay-Per-View, Pro:Idiom ™ compliant. ICS-FW40/40D Internal High Definition TV Tuner for Hotels, BKM-FW10 Video I/O Adaptor, BKM-FW11: Component/RGB Video input via BNC connectors, BKM-FW12: Component/RGB Video input/loop through via HD15 connector, BKM-FW32: IP communication, BKM-FW50 Streaming Receiver Adaptor	
Limited Warranty	2 years parts and labor, 1 year panel onsite service Limited Warranty[2] (Extended service available-Sold separately)	2 years Parts (Except Panel, 1 year) and Labor (Extended service available – Sold Separately)	
Optional Card Slots (Sold separately)	32LX2F=1 / 40LX2F=2 Networking, Input, and Loop Through	Option Slot One: Expandable Option slot supports optional internal High Definition TV Tuner, ICS-SP30, for Hotel VOD applications. Pro:Idiom™ compliant. Also supports optional boards for inputs, loop through, communications.	



PLASMA Displays			
Model Number	FWD-42PV1, /B, /S, A/S, P/B	FWD-42PX2	FWD-50PX2
Screen Size (viewable area measured diagonally)	42"	42"	50"
Resolution	852 x 480	1024 x 768	1366 x 768
Pixel Pitch	1.08 x 1.08 mm	0.90 x 0.676 mm (non-square)	0.86 x 0.81 mm
Colors	1.07 Billion	1.07 Billion	1.07 Billion
Panel Type	AC-Type Plasma Display Panel	AC-Type Plasma Display Panel	AC-Type Plasma Display Panel
Contrast Ratio	10,000:1	10,000:1	10,000:1
Brightness	500 cd/m2	500 cd/m2	450 cd/m2
Dimensions (W x H x D)/ Weight	40.8" x 24.9" x 4.8" / 63.8lbs.	40.7" x 24.8" x 4.8" / 66.2lbs.	49.4" x 29.6" x 4.4" / 94.6lbs.
Screen Protector	Anti-Glare/Anti-Reflective	Anti-Glare/Anti-Reflective	Anti-Glare/Anti-Reflective
Color Systems	NTSC, PAL, SECAM, NTSC4.43,PAL60, PAL-M, PAL-N	NTSC, PAL, SECAM, NTSC4.43,PAL60, PAL-M, PAL-N	NTSC, PAL, SECAM, NTSC4.43,PAL60, PAL-M, PAL-N
Audio	14W Stereo AMP (7W x 2 Digital AMP)	14W Stereo AMP (7W x 2 Digital AMP)	14W Stereo AMP (7W x 2 Digital AMP)
Video Inputs	RGB/Component (HD-15), DVI-HDCP, Composite (BNC), Y/C (S-video)	RGB/Component (HD-15), DVI-HDCP, Composite (BNC), Y/C (S-video)	RGB/Component (HD-15), DVI-HDCP, Composite (BNC), Y/C (S-video)
Video Output	Composite (BNC), Y/C (S-Video) Composite Out Loop Through	Composite (BNC), Y/C (S-Video) Composite Out Loop Through	Composite (BNC), Y/C (S-Video) Composite Out Loop Through
Remote Control	RS232C and Multi-Function Remote	RS232C and Multi-Function Remote	RS232C and Multi-Function Remote
Color Temperature Control	Discrete Control RGB	Discrete Control RGB	Discrete Control RGB
Image Retention Protection	Multi-Mode Picture Orbit/Picture Inversion/White Screen/Timers/Power Save/ Auto WideMode/Background/Smart Fan Technology/Auto Dimming Function		
Closed Caption Decoder	Yes	Yes	Yes
High Altitude Model	FWD-42PV1A/S Only	N/A	N/A
Mount Design	Portrait Model FWD-42PV1P/B Only	Landscape or Portrait	Landscape or Portrait
Power	260W, Stand-by 1W	330W typical, 350W Max	380W (approx.)
Design Color	Silver or Black	Silver or Black	Silver or Black
Picture in Picture Picture and Picture	Yes	Yes	Yes
Safety Regulations	UL1950, CSA No.950 (c-UL), CE LVD (EN60950), FCC Class B, IC Class B, VCCI Class B, CE EMC (EN55022 Class-B,EN55024, EN61000-3-2, EN61000-3-3), C-Tick (AS/ NZS 3548/ 95, AS/NZS 4252.1), JEIDA, CB		
Supplied Accessories	DVI-D Cable, AC Power Cord, Operating Instructions, AC Plug Holder (2), AA/R6 size Battery (2), Cable Holder (4), Component Cable, Remote Control		
Optional Accessories (Sold separately)	Universal Table Stands & Wall Brackets, Multiple Networking options which include Status Control/Streaming Content, Storing Content Tuners, Tuners with Hospitality Connections, Alternate Inputs, and Component/RGB Loop Through		
Limited Warranty	2-year parts and labor, 1-year panel onsite service Limited Warranty[2] (Extended Service available - Sold separately)		
Optional Card Slots (Sold separately)	2 available: 1 for Networking, Tuners, Inputs or Loop Through; 1 for Input, or Loop Through		

Bringing It All Together

Sony offers networking devices, television tuners and software solutions that let you centrally manage, control and deliver digital content and information. From promoting a special offer in a shopping environment, to broadcasting presentations in a conference room setting or providing guest room entertainment, Sony's solutions provide you an easy-to-use, cost-effective way to deliver your message when you want it, where you want it.

TV Tuners

HD capable TV tuners with hotel networking capability integrate data, cable, TV channels and hotel networking services for hotel guest rooms, conference rooms and lounges.

ECS-SP35 External TV Tuner for Hotels

- External High Definition TV tuner for Hotel VOD applications
- Pro:Idiom™ compliant
- MTI Port for interface with Pay-Per-View systems
- Compatible with: LodgeNet, OnCommand, NStreams, Guest-Tek, others
- Channel Mapping of display inputs
- Stand-Alone and Lodging Mode

ICS-SP30 Internal TV Tuner for Hotels

- Internal High Definition TV tuner for hotel VOD applications
- Pro:Idiom™ compliant
- MTI Port for interface with Pay-Per-View systems
- Compatible with: LodgeNet, OnCommand, NStreams, Guest-Tek, others
- Channel Mapping of display inputs
- Stand-Alone and Lodging Mode

Networking/Signage Solutions

Optional networking devices (sold separately) let you centrally control, deliver and troubleshoot digital content across a standard IP network to one or hundreds of networked displays. Reduce labor and production costs associated with managing individual content.

- Integrated Software Support - Use Display Commander or use PJNet!™ Software to manage and control your display and projector assets.

ICS-FW40 & ICS-FW40D High Definition Streaming Cards

- High definition digital signage
- Internal design for clean installation
- Flash 6 support
- Support for up to 5 layers of media
- Flexible HD formats (MPEG2, MPEG4, H.264, WM9HD)
- UDP Multicast support for efficient bandwidth management
- Group control software/playlist control included
- Dolby digital 5.1 surround sound
- USB port for storage expansion and ease of content loading
- 60GB local media storage (ICS-FW40D model)

EBS-N200D Network Media Player

- Transmit, receive, and control video and audio over an IP network display
- Real Time streaming and decoding of MPEG/4/2/1 files, jpgs and internet websites
- 60GB[3] storage capacity - stream live or store
- Macromedia® Flash® and Microsoft® PowerPoint® viewer included
- Local playback available with user accessible 2.0GB[3] hard drive
- Asset Management-centralize AV/IT support resources, remotely troubleshoot and diagnose up to 255 Sony displays or projectors
- Remote PC Desktop View - Access your conference room display or projectors through your company's network
- Integrated Software Support - Utilize Display Commander to create playlists as well as distribute playlists and content
- 5.1 digital audio capability for full surround sound
- USB ports can be used for touch screen kiosk applications

BKM-FW50 Network Media Card

- Streaming or local playback with Compact Flash card (card not included)
- Perfect for small to medium sized businesses
- Simple automatic operation, presentation automatically starts
- No need for network, no need for software
- Special software,use web browser for control
- Drag and drop MPGs, JPGs, and GIFs
- Place on Compact Flash

BKM-FW32 Internal Network Management Card

Allows for status and control via IP address to manage multiple monitors from a single remote location using a standard IP network.

- Internal single card slot solution
- For Ethernet status and control
- Compatible with SNMP protocol for advanced software control and automation

Accessories

Networking and Tuners

EBS-N200D (all FWD models): Network Media Player includes an integrated web browser for easy digital signage

BKM-FW32 (all FWD models) Network Management Card

BKM-FW50 (all FWD models):
Network Media Card for easy digital signage with Compact Flash

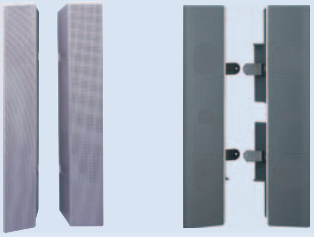
EBS-SP10 (all models): External TV tuner with hospitality support

EBS-SP15 (all models): Hospitality clone device,
for duplicating settings from one display to many others

EBS-SP35 External HDTV tuner for hotel VOD applications

ICS-SP30 Internal HDTV tuner for hotel VOD applications

Speakers



SS-SP50FW/B (50"):
Black speakers for FWD-50PX2/B
SS-SP50FW/S (50"):
Silver speakers for FWD-50PX2/S
SS-SP40FW/S (40"):
Silver speakers for FWD-40LX2/S
SS-SP40FW/B (40"):
Black speakers for FWD-40LX2/B
SS-SP42FW/S (42"):
Silver speakers for FWD-42PV1/S and FWD-42PX2/S
SS-SP42FW/B (42"):
Black speakers for FWD-42PV1/B and FWD-42PX2/B
SS-SP32FW/S (32"):
Silver speakers for FWD-32LX2F/S
SS-SP32FW/B (32”):
Black speakers for FWD-32LX2F/B

Wall Brackets and Stands

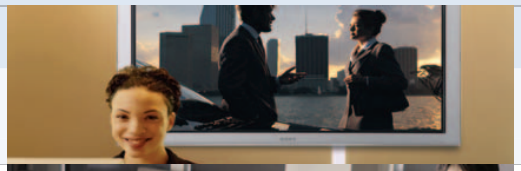
Display Model	SFM-1 Flat Wall Mount	SFM-2 Flat Wall Mount	SFM-3 Flat Wall Mount	PLP-91/D Automatic Tile Wall Mount	SPO-M1 Pull Out Wall Mount	SPM-TRI/C Tabletop stand w/ clear acrylic Base	SPM-TRI/E Tabletop stand w/ silver base
FWD-32	●	●	–	●	●	●	●
FWD-40	●	–	●	●	●	●	●
FWD-42	●	–	●	●	●	●	●
FWD-50	–	–	●	●	–	●	●
KLH-W26	–	●	–	–	●	–	–
KLH-W32	●	–	–	–	●	–	–

Input Boards

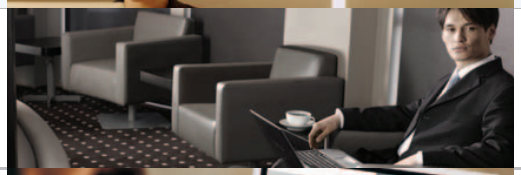
BKM-FW11 (all FWD models):
Additional component/RGB input board, using 5-BNC connectors

BKM-FW12 (all FWD models):
RGB/Component active loop-through

Applications & Solutions



Lobby & Reception Areas
Welcome your guests with dynamic messaging on Sony's high brightness screens make a great first impression.



Guest Room Entertainment
Hotel networking options allow your guests to enjoy pay-per-view movies on the dynamically upscale design of a Sony® flat display.

Conference / Training Rooms
Sony's easy-to-use networking products enable business clients to deliver their presentation with polish and impact.

Restaurants & Lounges
Attract and entertain customers with live sports and movie broadcasts at a low cost with Sony's power-saving, long-life panels.

Shopping Malls
Sony's easy-to-use Digital signage solutions and bright panels can influence your sales with lively, effective digital signage.

Home Theater
Entertain your family with Sony's high definition, vivid picture, framed with elegantly-styled panels.

Sony's 'Worry Free' Service Plan is one of the most comprehensive service plans in the industry --

- On-site Service for all defects covered by the limited product warranty.
- 30-day Replacement for all defects covered by the limited product warranty.
- Advanced Exchange Program for same or similar refurbished product in case of product failure outside the 30 day period.
- Extended Service Options for additional coverage.
- Priority Business Technical Support by phone (877-350-3477) 24 hours a day, seven days a week, for troubleshooting advice and display-related assistance.

Visit **www.sony.com/displays** for more details.

1. Requires an HDTV-compatible tuner/receiver sold separately.
2. When available, Sony will provide onsite service in fullfilment of its limited warranty obligations. Any such services are subject to the terms and conditions of the limited warranty. See actual Limited Warranty for details. Onsite Service will be provided via third-party technician to be dispatched as needed following phone-based troubleshooting. Some repairs may be accomplished with self-repair kits. Onsite Services may not be available in all locations.
3. GB means one billion bytes when referring to hard drive capacity. Accessible capacity may vary.

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